



City of San Marcos

630 E. Hopkins
San Marcos, Texas 78666

NEWS

September 7, 2010
For Immediate Release

Melissa Millecam, Director of Communications/ Intergovernmental Relations
512.393.8105 mmillecam@sanmarcostx.gov



City Council Adopts New Community Brand

The San Marcos City Council voted unanimously to adopt a community brand Tuesday effective September 21 to help market San Marcos for economic development, tourism, community organizations, activities and special events.

Adoption of the new brand was recommended by a nine-member Branding Task Force, appointed by the City Council in November of last year.

The new logo features the San Marcos name in a customized font in red, gradient blue and green letters. A shape of the state of Texas is included in the center of the "O." The "M" is shaped like a waterfall, depicting Rio Vista Falls on the San Marcos River. The tagline "We'd love your company" represents the inviting qualities of one of the most popular tourist attractions in Texas, in the 5th fastest growing county in the nation.

"This brand is the result of 10 months of hard work by the Branding Task Force and our consultants, Hahn, Texas and KGB Texas," said Pam Couch, Branding Task Force Chair. "We believe it will be a great asset to the City of San Marcos, the Convention and Visitor Bureau, our Chambers of Commerce, Economic Development, Main Street and the Historic Downtown, civic organizations and businesses in promoting their activities and marketing San Marcos."

Some of the goals for the brand are to:

- Reposition San Marcos more effectively to compete for economic development and tourism
- Strengthen the community's appeal as an ideal location for residential, business and industrial development
- Broaden the appeal of San Marcos for leisure and nature tourism and as a visitor destination

- Introduce San Marcos as a host for amateur, youth, collegiate and recreational sports tournaments and tourism
- Increase the awareness of San Marcos as a unique destination for corporate, association, social, military educational, religious and fraternal meetings and events.

Serving on the Branding Task Force with Chair Couch were Mayor Susan Narvaiz, County Commissioner Debbie Ingalsbe, City Council Members Kim Porterfield and Chris Jones (as alternates), Stan Woody, publisher of the San Marcos Daily Record, Donna Hill, former chair of the Economic Development Council, Joel Williams, Chair of the San Marcos Chamber of Commerce, Kelly Franks, Main Street Manager, and Melani Ferrari, Associated Student Government President at Texas State University.

The project included extensive research of both San Marcos and cities from across the nation with similar attributes. The work also included an analysis of media and social media coverage, demographic and stakeholder research, an online survey, in-depth interviews and input from key community stakeholders and the public. That research influenced creative development of the logo and tagline.

The task force reviewed numerous concepts before agreeing on the final recommendation, presented to the City Council Tuesday night.

In addition to the research and creative work, the consultants are also providing a launch plan, marketing and communications plan, and a brand standards guide for print, web, broadcast and signage.

The branding project was funded by the City Council with funds saved over several years from the Hotel Occupancy Tax Fund revenues.

###